

## CLAIMS

1. A method for transferring and communicating data between a mobile device from a wireless network requested from a database connected to a network, comprising:

storing data onto a server;  
5 connecting to a wireless network;  
requesting data from a mobile device;  
transmitting data from the mobile device to the server;  
matching data from the wireless device to the data on the server; and  
transferring other data from the server to the wireless device.

10 2. A method according to claim 1, wherein the mobile device is a mobile phone, a personal digital assistant (PDA), or a paging device.

15 3. A method of claim 1, wherein the data includes information from a retailer or service provider within the vicinity designated by the user's selection.

4. A method of claim 3 wherein the information includes advertising information.

20 5. A method of claim 1, further comprising: creating a user profile on the mobile device; posting the data onto a server on the network.

6. A method of claim 5, wherein the data includes user preferences.

25 7. A method of claim 5, wherein the data is matched to data on a server located on the network.

8. A method of claim 7, wherein the results of the data matched is categorized to the level of accuracy of the match.

9. A method of claim 1, 8, wherein a messaging means is communicated to the mobile device via a wireless network.

10. A method in a server for providing data to a mobile device comprising the steps of:  
5 receiving a request for matching information via a wireless network; and  
selectively providing matching information to the mobile device for storage therein and displaying to the user.

11. A method in a mobile device for displaying information targeted to a user's profile  
10 comprising the steps of:  
receiving information to be stored in memory of a mobile device;  
displaying data on the mobile device in accordance with the user's selection; and  
displaying targeted information for display on the mobile device.

12. A method of claim 11 wherein the information includes text and graphics.

13. A method of claim 11 wherein the targeted information includes user selectable options.

14. A method of claim 11, further comprising the steps of:  
20 displaying billing options on the mobile device;  
storing the user billing selection on a network server;  
monitoring the actions of the user on the mobile device in relation to the billing options;  
and  
storing billing information on the network server.

15. A method for communicating to Internet websites using a mobile device connected to a wireless network, comprising:

transmitting data from the mobile device to a server on the network;  
checking for user preferences on the network server;

sending the user matching information including text and graphics based on the user profile; and

displaying the matching information on the mobile device.

- 5 16. A method according to claim 15, wherein the matching information identifies by messaging means the availability of at least one product or service.

- 10 17. A method according to claim 16, wherein the user of the mobile device may communicate in real-time via voice means or electronic messaging means with a representative of the at least one product or service.

- 15 18. A method according to claim 15, wherein the user of the mobile device may communicate in real-time via voice means or electronic messaging means with a person represented by the matching information provided to the mobile user.

19. A method according to claim 18, wherein the real-time communication means is an electronic messaging means and electronic messages sent on the electronic messaging means include at least one of text and graphics relating to the mobile user, or a link or address representing the location of text and graphics relating to the mobile user.

- 20 20. A system for matching users with profile data of interest to that user to establish real-time interactive communication with another user related to the matched profile data, the system comprising:

25 a matching database system including a means for entering profile data, a means for matching a user's profile to other profiles, and a notification messaging means for sending notification messages to a user to indicate matches made, the matching database system having stored therein a plurality of profiles containing profile data; and

a means for allowing users to communicate with the matching database system to enter profiles containing profile data and to receive the notification messages;

wherein the notification messages allow the user receiving a notification message to communicate interactively in real-time with a representative of a matched profile.

21. The system of claim 20, wherein the profile data includes characteristic and criteria data  
5 and the matching is bi-directional.

22. The system of claim 20, wherein the means for matching includes a means for  
determining whether a representative of a matched profile is available for real-time interactive  
communication through a communication means that is compatible with a communication means  
10 used by a matching user.

23. The system of claim 20, wherein the real-time interactive communication is anonymous.